



NPOESS External Affairs

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Northrop Grumman**



NPOESS is a Franchise Program

- Will be the nation's core Environmental forecast tool for 20 years
- We are building an image and reputation for the program from the ground up
- Themes are developed and will evolve throughout the lifecycle of the program
- All team members and the program gain value through branding / co-branding
- NPOESS is a SSPR Partnership and image management is important
 - Seamless team inside and out – Partnership includes the customer and all contractors
 - One for all and all for One (Team NPOESS)
 - Many mouths but a single voice - Consistent themes, messages, images
 - Carry out a joint External Affairs effort to Keep the Program Sold and attract User Support.

We want you to understand the Partnership vision for External Affairs

- How EA is organized and how we function as Team NPOESS
- How active participation in Team NPOESS helps the program and you



NPOESS External Affairs 101

- Mission: Protect Funding, build Acquisition Stewardship & User Support, Positive Image
- EA is an Overhead function, organized to mirror Program IPT structure
- IPTs include: Congressional, Stakeholder Support, Media Relations, Education Outreach, Conference Priorities, Newsletter, Special Events / Promotional Items, Marketing Communications / Advertising
- IPTs provide ability to focus on key areas – new teams established as required
- Cross-IPT telecon held the fourth Wednesday of every month to coordinate on Program status, initiatives and EA activities
 - » ALL NPOESS partners and team members invited and encouraged to participate !!

- *Promoting a positive program image requires coordinated participation*
- *The NPOESS program employs ~2000 contractors Nation-wide plus government*
- *There is power in numbers through a united voice – Consistency & Credibility*



Key Events and Activities

Congressional

- Staff and member education
- Funding support initiatives

Stakeholder Support

- Acquisition Agents
- User/Science communities

Media Relations

- Press conferences
- Interviews
- Media Kits

Education Outreach

- AMS Weatherfest
- National Science Teachers Association

Marketing Communications

- Earth Observation Magazine NPOESS Series
- Advertising
- Videos, graphics, marketing collateral

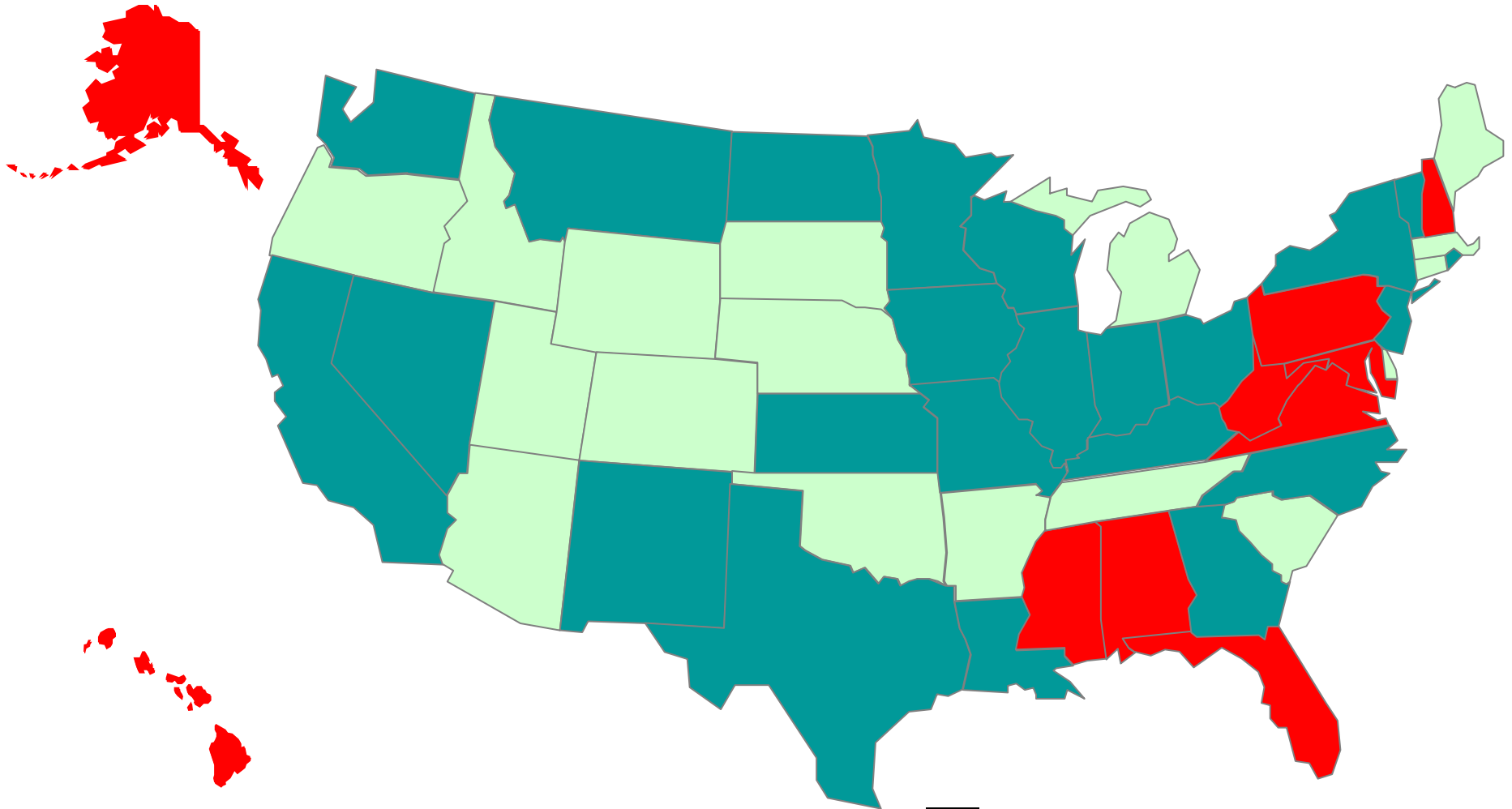
Newsletter

Conference Priorities

- American Meteorological Society Annual Meeting
- National Space Symposium
- 50th Anniversary of Numerical Weather Prediction
- India Conference on Collaboration in Space
- SPIE 49th Annual Meeting
- IGARSS
- Polar Max Conference
- Satellite Direct Readout Users Conference
- American Geophysical Union Fall Meeting



NPOESS is a National Program



 *Appropriations Chair or Ranking Minority*

 *Appropriations Committee Member*



We Need your Support!

- Your company's support to our external affairs function is crucial
 - Keeping the Program Sold and Funded
 - Promoting the value and benefits to stakeholders and future users
 - Raising Public Visibility & Awareness of the NPOESS Program & value to society

What you receive is Co-branding with the best run Government Space Program

For more information contact:

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